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City and County of San Francisco
RESULTS OF THE 2001 CITIZEN SURVEY

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Ed Harrington, Controller

September 2001

Survey Conducted January – March 2001
by the Controller's Performance Management Unit
with assistance from the
Public Research Institute, San Francisco State University

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EXECUTIVE SUMMARY

The San Francisco Citizen Survey – Major Findings in 2001

Improvements

- Ratings of **Muni**'s timeliness and reliability continue to improve, after reaching a low point in 1999. Muni's ratings for cleanliness, safety, courtesy and fares have also improved over time.
- Cleanliness and maintenance of **park facilities** show a positive trend for the past four years.
- Feelings of **safety walking downtown** (both day and night) have improved over the past four years.

Declines

- Feelings of safety **crossing the street** are the worst they have been since 1997.
- Opinions of the pavement condition and cleanliness of **City streets** are less favorable than a year ago.
- There is some **decline from a year ago** in ratings of the convenience of City recreation programs.
- People are less satisfied in 2001 than in previous years about City **government performance in general**.

Holding steady

- Feelings of **safety** in neighborhoods and parks have not changed significantly over the past four years.
- Library services, park grounds and Muni routes continue to receive **favorable ratings**.
- About **half** of those surveyed **ride Muni** at least several times a week.
- Similarly to previous years, 27% of survey respondents **visit a City park** at least once a month.

New questions

- Interactions with **Recreation and Park staff** are reported to be largely positive.

Inequalities persist

- Residents of the **Southeastern** quarter of the City are generally less satisfied with City services and the conditions and safety of their neighborhoods. (This region corresponds to Supervisorial Districts 9, 10 and 11, and part of District 6.)
- Dissatisfaction and safety concerns are particularly strong in **Supervisorial District 10**, with regard to parks and recreation programs, Muni fares and safety, street conditions and neighborhood safety.
- **Young adults**, aged 18-19, are frequent users of City services such as Muni and libraries, but they generally feel less safe and less satisfied than older San Franciscans. They appear to experience violent crime at higher rates than older people. In this survey, none of the 18- and 19-year-olds reported their experience of violent crime to the police.
- **Latinos** feel the least safe of all ethnic/racial groups and experience a higher incidence of violent crime. **White** San Franciscans generally feel safer than other ethnic/racial groups.
- **College-educated** San Franciscans generally feel safer and more satisfied with their neighborhoods, parks and recreation programs. They visit parks more frequently than people with less education do. However, they are more dissatisfied with Muni, and use it less frequently.

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The Citizen Survey

The San Francisco Citizen Survey is part of an ongoing effort to measure and improve the performance of City government. One of the most direct ways to measure the outcomes of the City's efforts—that is, the extent to which services are having their desired results—is to ask the users of those services. The 2001 Citizen Survey is the sixth annual survey conducted by the Controller's Office for the City and County of San Francisco. In this sixth year, we continue to:

- measure changes over time in citizens' opinions of services such as libraries, parks and Muni;
- introduce new questions – this year on the use of parks and interactions with Recreation and Park staff; and
- seek the best ways to measure citizens' opinions – this year identifying survey responses by the Supervisorial District in which the respondent lives.

Survey Method

From January through early March of 2001, we surveyed a total of 2,148 San Franciscans. Of the total sample, 80% completed a written questionnaire, and 20% were interviewed by telephone. Cooperation rates were 35% for the mail survey (1,720 completed and returned questionnaires out of 4,864 mailed and deliverable), and 43% for the telephone survey (428 interviews out of 989 who agreed or refused).

How the Survey Sample Represents the City's Population

Each year we try to draw a sample of survey respondents that resembles the City's population in demographic characteristics. On average, however, survey respondents are **more educated**; include **fewer African-American**, **fewer Latino/Hispanic**, and **more White residents**; are less likely to live alone; and have resided in San Francisco longer than the population as a whole.

The survey responses summarized herein have been weighted to correct for the distortions in education and race/ethnicity, and to provide more accurate estimates of the views of the population of adult San Franciscans. That is, the weighted results approximate the responses we **would have received** if the survey respondents were more representative of the population.

Unless otherwise noted, differences described in this report are statistically significant. A statistically significant difference is large enough, compared to the random variation that sampling produces, that we can be confident it represents an actual difference in the population.

Comparing Results Over Time

This year's report presents weighted data for the last five years, 1997 through 2001. Citizen Survey reports produced prior to 2000 are not directly comparable to this one because they reflect the unweighted responses. Where there are discrepancies between this report and earlier ones, this report should be considered the more accurate.

City and County of San Francisco
Results of the 2001 Citizen Survey

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CITIZEN OPINIONS AND EXPERIENCES

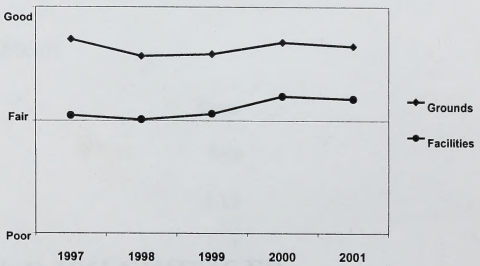
PARKS AND RECREATION

Quality of Park Grounds and Facilities

- A majority of San Franciscans, 63%, rate the quality of grounds in City parks **good** or **very good**. This rating does not show a significant trend over the past five years.

- Ratings of the cleanliness and maintenance of City park facilities are **fair** on average. They improved from 1998 to 2000, leveling out this year, as shown on the chart at right. While only 30% rated park facilities as **good** or **very good** in 1997, 39% give favorable ratings in **2001**.

Average Survey Ratings of Park Quality



In general, how do you rate the quality of the City's parks in the following categories?	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
♦ grounds (landscaping, plantings)	13%	50%	28%	7%	2%	1998	2.35
♦ facilities (cleanliness, maintenance)	6%	33%	40%	17%	4%	1923	2.81

* *Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

Use of City Parks

*In the past **year**, how often did you:*	AT LEAST ONCE/WEEK	AT LEAST ONCE/MONTH	SEVERAL TIMES/YEAR	ONCE OR TWICE/YEAR	NEVER	NUMBER OF RESPONSES
♦ visit Golden Gate Park?	11%	16%	30%	27%	16%	2121
♦ visit other City parks?	13%	14%	26%	25%	22%	2082

- Twenty-seven percent of respondents report having visited Golden Gate Park at least once per month in the past year; 27% also report visiting other City parks **at least once per month**. For the survey analysis, these **frequent users** are compared with respondents who visit parks less than once per month for their opinions of park quality.
- When respondents are asked which parks they use besides **Golden Gate Park,** the most common response is **Dolores Park,** followed by the **Marina Green**.
- Frequent users of Golden Gate Park rate park grounds **more favorably** than those who visit less than once a month. Of frequent users, 68% rate park grounds as **good** or **very good**, as compared to 60% of infrequent users.
- Frequent users of City parks (Golden Gate and others) rate the cleanliness and maintenance of park facilities **less favorably** than infrequent users. Among frequent park visitors, 26% rate facilities as **poor** or **very poor**, while only 19% of infrequent visitors give such negative ratings.

Ratings of Recreation Programs and Activities

In general, how do you rate the City's recreation programs and facilities (such as recreation and community centers, playgrounds, drama and dance classes, art centers, summer day camps, etc.)?	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
♦ convenience (location, hours)	9%	44%	38%	7%	2%	1117	2.49
♦ cost	11%	35%	45%	6%	3%	1002	2.55
♦ quality of programs	8%	42%	40%	7%	3%	1049	2.55

* *Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

- Average ratings of City recreation programs fall between **good** and **fair**.
- Ratings of the **cost** of City recreation programs dropped from 53% favorable in 2000 to 46% favorable in 2001. In general, fees have not changed in the past year for City recreation programs, although enforcement of permit fees has increased, according to the Recreation and Parks Department.
- Ratings of the **convenience** of City recreation programs dropped since the 2000 survey, from 58% to 53% **good** or **very good**.
- Ratings of the **quality** of City recreation programs have not changed significantly over the past five years, with respondents rating quality between **good** and **fair** each year.

PARKS AND RECREATION

Use of Recreation Programs and Activities

Did anyone in your household take part in a City recreation activity in the past year?	AGE 12 & UNDER	AGE 13 TO 18	AGE 19 TO 54	AGE 55 & OVER
	7%	3%	7%	6%

- About half of survey respondents give opinions of recreation programs, while others indicate they had not used them. As in previous years, 22% of respondents in the 2001 survey specify that a member of their household participated in one or more activities organized by the Recreation and Parks Department in the past year.
- Respondents who report participating in a City recreation activity in the past year are more likely than those who have not used them to rate programs as **poor** or **very poor** in convenience, cost or quality. (There is no difference based on participation, however, in the percentage rating programs **good** or **very good**.)

Interaction with Recreation and Parks Staff

How would you describe the overall quality of your interactions with Recreation and Parks staff?	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
	51%	33%	13%	2%	1%	102	1.72

** Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

- Twenty-seven percent of San Franciscans surveyed by telephone who report visiting a City park or participating in a City recreation activity say they had an interaction with Recreation and Parks Department staff.
- Of respondents who report having an interaction with Department staff, most are **favorable**, with half describing the interaction as very good. There are very few negative ratings.

Demographic Differences

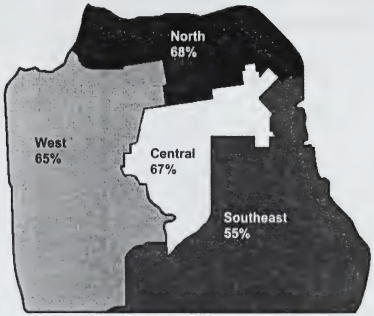
- In general, those who have lived in San Francisco for **over 19 years** rate the cleanliness and maintenance of City park facilities less favorably than shorter-term residents do.
- Residents **aged 18-19** years old rate the quality of park grounds slightly less favorably than older age groups.
- **Gay and lesbian** residents report visiting City parks more frequently than heterosexual residents do.
- **White** respondents rate the quality of park grounds more favorably than African-American, Asian American and Latino/Hispanic respondents do.

- White and Latino residents report **using City parks** more frequently than Asian American or African-American residents; African-Americans are the least frequent visitors to Golden Gate Park.
- White respondents also rate the convenience and cost of **recreation programs** more favorably than all other groups; they rate the overall quality of recreation programs higher than Latino and Asian American respondents do.
- **College-educated** respondents rate park grounds more favorably than those with fewer years of education, and visit City parks more frequently. For example, 38% of San Franciscans with four or more years of college are frequent park visitors, while only 12% of those with less than a high school education are frequent visitors to Golden Gate Park. College graduates rate the cost and quality of recreation programs more favorably than residents with less than a college education do.

Differences by Region and Supervisorial District

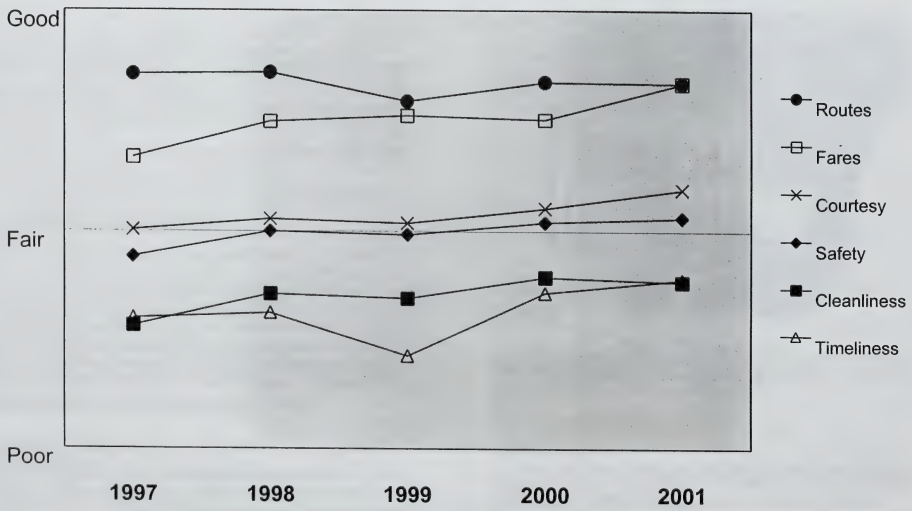
- While a majority rate park grounds as **good** or **very good**, residents from the **Southeast** region of the City give park grounds the least favorable ratings compared to other regions of the City. Residents of the Southeast region of the City are less likely than other City residents to be frequent users of City parks.
- Respondents from Supervisorial **District 10**, in the Southeast section of the City, rate park grounds less favorably than those from Districts 1, 2, 3, and 7. (For a map of Supervisorial Districts, see Appendix.)
- Respondents from **District 10** also rate:
  - the **convenience** of recreation programs less favorably than those in Districts 4, 6, and 11.
  - the **cost** of recreation programs less favorably than those from Districts 7 and 9.
- District 5 and 10 rate the overall **quality** of recreation programs less favorably than residents of District 6.
- Residents of the **Western** area of the City and of **Districts 1, 4 and 5**, which border Golden Gate Park, are its most frequent visitors. Residents of **Districts 2, 5 and 8** are the most frequent users of City parks other than Golden Gate Park.

Percentage of Survey Respondents who Rate Park Grounds **Good** or **Very Good** by Region of the City



PUBLIC TRANSPORTATION (MUNI)

Average Ratings of Muni Service



Summary Findings

- In general, **Muni's** ratings are better then they were four years ago. The percentages of favorable (**good** or **very good**) ratings have improved from 1997 to 2001 as follows:
  - **Fares**: From 41% to 59% favorable (while fares have not changed).
  - **Courtesy**: From 33% to 41% favorable.
  - **Safety**: From 27% to 36% favorable.
  - **Cleanliness**: From 14% to 22% favorable.
- **Timeliness and reliability** reached a low point in 1999 but have improved each of the last two years. In 1999, 16% of respondents rated Muni's timeliness as **good** or **very good**. This year, 24% give favorable ratings.
- Survey respondents have consistently felt more favorably about the **system structure** (routes) and **fares** than about Muni's **operational quality** (cleanliness, timeliness/reliability, safety, and courtesy).
- Sixty-four percent of survey respondents rate **the convenience of routes** as **good** or **very good**. This favorable assessment has not changed much over time (although it did dip in 1999, the worst year for timeliness).
- About half (48%) of survey respondents ride Muni at least several times per week. These **frequent riders** are more likely to rate Muni's timeliness and reliability as **poor** or **very poor** (43%) in comparison to less frequent riders (32%).

In general, how do you rate the quality of the Muni transit system in the following categories?	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
♦ convenience of routes	17%	47%	25%	8%	3%	1926	2.33
♦ timeliness/reliability	4%	20%	38%	24%	14%	1924	3.22
♦ cleanliness	2%	20%	41%	27%	10%	1918	3.23
♦ fares	20%	39%	34%	5%	2%	1917	2.33
♦ safety	4%	32%	40%	16%	8%	1901	2.94
♦ courtesy of drivers	8%	33%	38%	13%	8%	1924	2.81

* *Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

In a typical month, how often do you ride Muni?	DAILY	SEVERAL TIMES/WEEK	ONCE OR TWICE/WEEK	SEVERAL TIMES/ MONTH	ONCE OR TWICE/ MONTH	NEVER	NUMBER OF RESPONSES
	31%	17%	11%	12%	17%	12%	2002

PUBLIC TRANSPORTATION (MUNI)

Demographic Differences

- Residents **under 30** years old are the most **frequent Muni riders**. Among young adults under 20 years of age, 87% ride Muni at least several times per week.
- Individuals aged **60 and older** rate Muni **more favorably** on timeliness, cleanliness, fares and courtesy than respondents in other age groups do.
- Respondents with **less than a high school education** are more likely to be frequent riders of Muni than respondents with higher levels of education are. Respondents with less than a high school education also give more favorable ratings for courtesy of Muni drivers.
- Respondents with **four or more years of college** rate timeliness and reliability less favorably than respondents with less education, but are more satisfied with fares.
- Respondents living in San Francisco for **over 19 years** are less likely to be frequent Muni riders than those who have lived in the City for 19 years or less are.
- Asian American and African-American respondents report riding Muni **more frequently** than Latino/Hispanic and White respondents do.
- **African-Americans** rate both the cleanliness and the timeliness and reliability of Muni more favorably than respondents in other ethnic/racial groups.
- White and African-American respondents rate both Muni safety and courtesy **more favorably** than Asian American or Hispanic respondents do.
- **White** respondents rate **fares** more favorably than respondents in other ethnic/racial groups do.

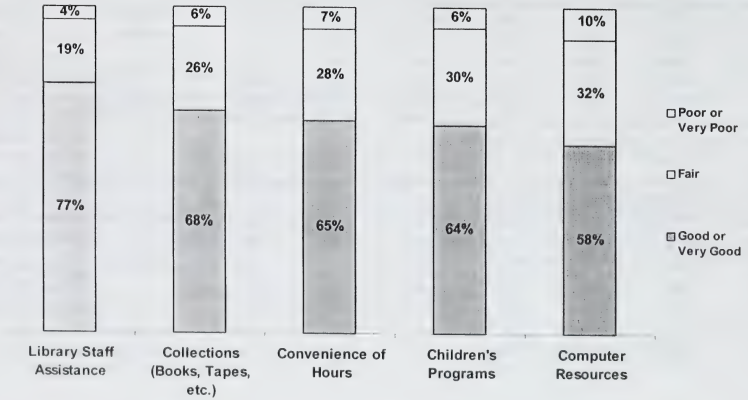
Differences by Region and Supervisorial District

- Individuals living in the **Central** region are most likely to **be frequent Muni riders**, while those in the Western region ride least frequently. Districts 5 and 6 have the most frequent Muni riders, while Districts 4 and 7 have the fewest.
- Districts 1 and 6 rate **timeliness and reliability** of Muni significantly more favorably than Districts 7, 8 and 9.
- Residents of the **Southeast** region rate **safety** on Muni less favorably than all other regions of the City. District 10, in the Southeast, rates Muni safety the least favorably, a rating significantly lower than Districts 1, 2, 3, 5, 6 and 8.
- Residents of the **Southeast** region, which has lower average incomes than the rest of the City, rate Muni **fares** less favorably than the North and Central regions. Supervisorial Districts 10 (in the Southeast) and 4 (in the Western part of the City) rate fares less favorably than Districts 2 and 8 (in the North and Central areas, respectively).

PUBLIC LIBRARIES

- All library services continue to receive mostly **good** and **very good** ratings.
- Ratings of library services have not changed significantly over the past four years.

Ratings of Public Library Services



PUBLIC LIBRARIES

In general, how do you rate the quality of the City's libraries in the following categories?	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
♦ collections of books, tapes, etc.	17%	51%	26%	5%	1%	1408	2.23
♦ convenience of hours	13%	52%	28%	6%	1%	1431	2.30
♦ assistance from library staff	27%	50%	19%	3%	1%	1394	2.01
♦ computer resources	14%	44%	32%	8%	2%	1089	2.39
♦ programs and activities for children	18%	46%	30%	4%	2%	788	2.27

* *Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

Use of City Libraries

In the past year, how often did you:	AT LEAST ONCE/WEEK	AT LEAST ONCE/MONTH	SEVERAL TIMES/YEAR	ONCE OR TWICE/YEAR	NEVER	NUMBER OF RESPONSES
♦ visit the City's Main library?	4%	10%	17%	21%	48%	2099
♦ visit branch libraries?	7%	14%	19%	15%	45%	2084
♦ contact a City library by telephone?	1%	3%	7%	11%	78%	2084
♦ contact a City library by computer?	1%	3%	4%	6%	86%	2079

- Library use has **declined** since the 2000 survey; the sharpest decline has been among visitors to the City's Main Library.
- Fourteen percent of survey respondents report frequent (at least once a month) use of the City's Main Library, while 21% are **frequent users** of one or more branch libraries.
- Respondents who report **never** visiting the City's Main Library increased from 41% in the 2000 survey to 48% in the 2001 survey.
- Use of the library by **telephone** and **computer** have not changed significantly from last year, although the library's own surveys show an increase among library users in access via computer.

Frequent Users' Opinions

- Frequent visitors to the **Main Library** rate library services **more favorably** in quality of collections, convenience of hours, staff assistance, and programs and activities for children than those who visit less frequently do.
- Frequent users of **branch libraries** also rate services **more favorably**, including convenience of library hours, staff assistance, and children's programs, than infrequent branch library users do.

Demographic Differences

- Residents **aged 18-19** report using the City's Main Library more frequently than older San Franciscans (33% of those under 20 are frequent users, compared to 14% for all ages).
- Eighteen percent of **renters**, compared to nine percent of homeowners, report visiting the City's Main Library at least once per month.
- Respondents in **large households** (five or more members) report using the Main Library more frequently than residents of smaller households do.
- Latino/Hispanic survey respondents have the highest proportion of **frequent library users** of all ethnic/racial groups. They rate the **convenience of library hours** the most favorably, significantly higher than White and Asian American respondents do.
- African-American and Latino respondents rate the quality of library **collections** and **computer resources** more favorably than Asian American or White respondents do.
- Asian Americans appear to be least satisfied with library services, rating the quality of **staff assistance** and **children's programs** at City libraries **less** favorably than Latino, African-American and White respondents do.

Differences by Region and Supervisorial District

- Residents of the **Central** region, where the Main Library is located, visit the Main most frequently and generally rate City libraries most favorably.
- **District 6**, which includes the Main Library, rates library services the most favorably of all districts. Ratings from District 6 are significantly more favorable for:
  - **library hours** than in Districts 3, 4, and 7;
  - **computer resources** than in Districts 1 and 3; and
  - **programs for children** than in Districts 2 and 3.
- Residents of Districts 6, 9 and 11 rate library **collections** more favorably than those in District 4.
- Respondents who live in the **Central** and **Southeast** regions rate the quality of City library collections and assistance from staff more favorably than those living in the **Western** region do.
- Residents of the **Central** and **Southeast** regions of the City rate the quality of computer resources and children's programs more favorably than those in the North and Western regions do.
- Respondents from the **Western** region rate the convenience of library hours less favorably than respondents from all other regions do.

CITY STREETS

Summary Findings

- The pavement condition and cleanliness of City streets are rated, on average, as **fair**.
- Survey respondents rate the quality of the streets in their own **neighborhoods** more favorably than the City's streets in general.
- In the 2001 Citizen Survey, respondents rate City streets **less favorably** than in 2000, for both cleanliness and pavement quality, citywide and in their own neighborhoods.

*How do you rate the **City's streets** in the following categories?*	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
♦ pavement condition (i.e., smoothness)	3%	20%	43%	25%	9%	2115	3.18
♦ cleanliness	2%	18%	45%	25%	10%	2094	3.21

*How do you rate the **streets in your neighborhood** in the following categories?*	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE
♦ pavement condition (i.e., smoothness)	5%	32%	36%	20%	7%	2106	2.92
♦ cleanliness	7%	31%	35%	17%	10%	2101	2.92

* *Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

Demographic Differences

- **Asian American** residents rate the pavement condition and cleanliness of City streets more favorably than members of other ethnic/racial groups do. **African-American** residents rate the cleanliness of streets in their neighborhoods less favorably than White and Asian American residents do.
- San Francisco residents with four or more years of **college** rate the pavement condition of the streets in their neighborhood more favorably than those with less education do.

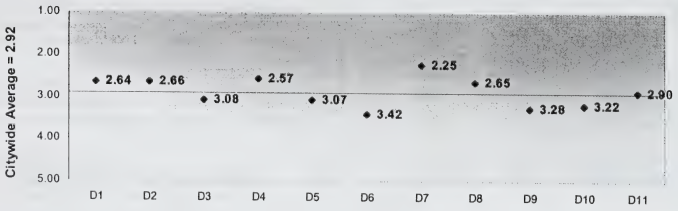
Differences by Region and Supervisorial District

- Residents of the **Western** region of the city rate the cleanliness of the streets in their neighborhood **more favorably** than other San Franciscans do, while **Southeast** residents are least satisfied. Western residents also rate the cleanliness of streets citywide more favorably than residents of the Central and Southeast do.
- Residents of the **Southeast** and **Central** regions rate the pavement condition of streets in their neighborhoods less favorably then those in the West and North regions do.

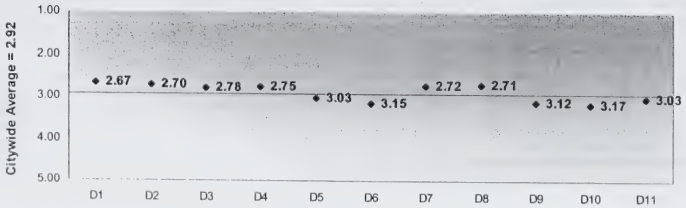
- Residents of **District 7** rate the **cleanliness** of their neighborhood streets better than all other Districts, except for District 4. Those in Districts 1, 2, 4 and 8 rate street cleanliness in their neighborhoods more favorably than Districts 3, 5, 6, 9 and 10.

- Residents of Districts 6, 9 and 10 rate the **pavement condition** of streets in their neighborhood less favorably than those in Districts 1, 2, 3, 4, 7 and 8 do. (Districts 5 and 11 fall in the middle.)

How Do You Rate the Cleanliness of Streets in Your Neighborhood?
1 = Very Good to 5 = Very Poor



How Do You Rate the Pavement Condition of Streets in Your Neighborhood?
1= Very Good to 5 = Very Poor

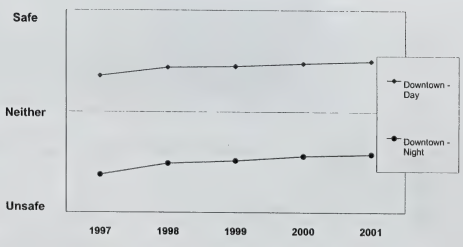


PUBLIC SAFETY

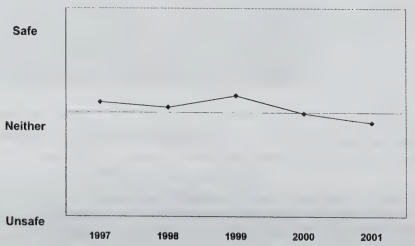
Summary Findings

- Most San Franciscans feel **safe** or **very safe** walking in their neighborhood, a nearby park, or downtown during the day. At night, only a minority feel safe walking alone.
- Safety ratings for walking in **downtown San Francisco** have improved over the past four years. The percentages of favorable (safe or very safe) ratings have improved from 1997 to 2001 as follows:
  - Daytime: from 50% to 57% safe or very safe; and
  - Nighttime: from 13% to 21% safe or very safe.
- Safety ratings for neighborhoods and parks do not show a significant trend from 1997 to 2001.
- Of the 6% of respondents who experienced **violent crime** and the 19% who experienced **nonviolent crime** in the past year, about half reported those crimes to police.
- Residents report feeling **less safe** while **crossing City streets** in 2001 than in any previous year. In 1997, 41% of respondents felt **safe** or **very safe** crossing the street, whereas only 34% feel this way in 2001.

Feelings of Safety Walking Alone Downtown during the Day and at Night



Feelings of Safety Crossing the Street



How safe would you feel walking alone:	VERY SAFE 1	SAFE 2	NEITHER SAFE NOR UNSAFE 3	UNSAFE 4	VERY UNSAFE 5	NUMBER OF RESPONSES	MEAN SCORE*
during the day							
♦ in your neighborhood?	28%	41%	18%	9%	4%	2134	2.19
♦ in the park closest to you?	16%	40%	25%	13%	6%	2080	2.52
♦ downtown?	12%	45%	26%	13%	4%	2099	2.50
at night							
♦ in your neighborhood?	10%	30%	26%	19%	15%	2116	2.99
♦ in the park closest to you?	3%	14%	25%	33%	25%	2056	3.64
♦ downtown?	2%	19%	31%	30%	18%	2062	3.42
How safe do you feel crossing the street?	4%	30%	31%	22%	13%	2116	3.10

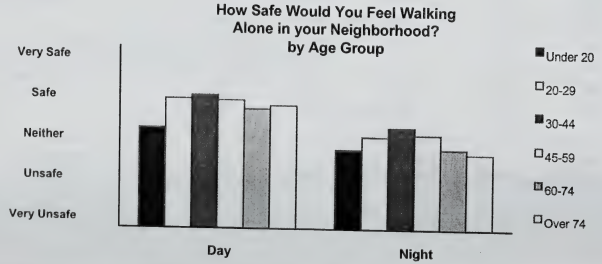
* *Scores range from 1 = very safe to 5 = very unsafe, so a lower mean score is more favorable.*

Have you been a victim of a crime during the last twelve months, and if so, was it reported to police? (If more than once, please answer for the last time.)	WAS VICTIM OF CRIME, REPORTED TO POLICE	WAS VICTIM OF CRIME, DID NOT REPORT	WAS VICTIM OF CRIME, TOTAL	WAS NOT VICTIM OF CRIME	NUMBER OF RESPONSES
♦ Violent crime (mugging, rape, assault, battering, etc.)	3%	3%	6%	94%	1983
♦ Nonviolent crime (burglary, car theft, etc.)	9%	10%	19%	81%	1993

PUBLIC SAFETY

Demographic Differences

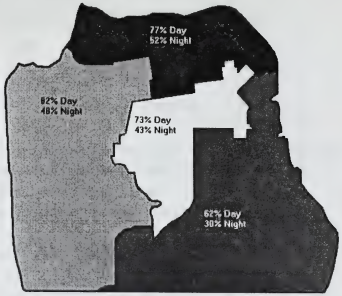
- **Seven** of the 40 survey respondents **aged 18-19** were victims of a violent crime. This rate (17%) would be higher than in any other age group, although the number of respondents in this age group is too small to be conclusive. None of these young respondents reported the crime to police. Respondents aged 18-19 feel **less safe** walking alone during the day in their neighborhood than do respondents who are between 30 and 44 years old.
- Experience of **violent crime** seems to **decrease with age**; 7% to 8% of adults aged 20 to 59 were victims of violent crime, compared with 4% of 60-74 year olds and 2% of those over 74.
- About one-fourth of respondents between 20 and 44 years old have been victims of a **nonviolent crime** such as burglary or car theft.
- **White** respondents report feeling **safer** than respondents from other ethnic/racial groups while walking alone in the park closest to their home during the day, and in their neighborhoods both daytime and nighttime.
- **Latino** respondents were the most likely of all ethnic/racial groups to be a victim of a **violent crime** in the past year. Latino residents also feel **less safe** downtown, day and night, than other ethnic/racial groups.
- Respondents with more than four years of **college** feel **safer** walking alone in their neighborhoods and downtown day and night, and walking alone in the park closest to them during the day, than respondents with less education.
- **Gay and lesbian** respondents feel **safer** in their neighborhoods and in parks closest to their homes during the day than heterosexual respondents.



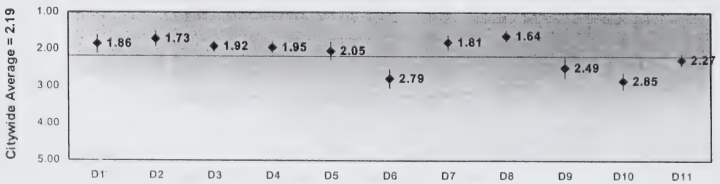
Differences by Region and Supervisorial District

- Survey respondents in the **Southeast** region of the City feel less safe walking alone – during the day and at night in their neighborhoods, downtown during the day and at night, and in the park closest to their home during the day – than respondents in all other regions of the City.
- Residents of the **Central** region experienced higher rates of violent crime victimization than the rest of the City, with 9% of respondents having been victims of violent crime in the past year.
- Residents of Supervisorial Districts 1, 2, 3, 4, 7 and 8 feel significantly **safer** in their neighborhoods during the day and at night than those in Districts 6, 9, 10, and 11 (which correspond roughly to the Southeast region). Average safety ratings by district are shown on the chart below.

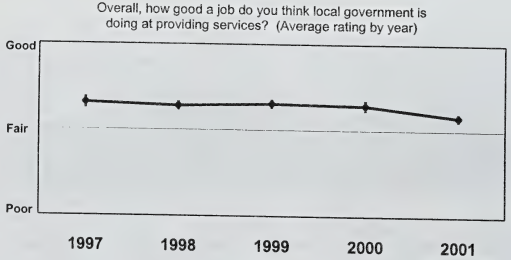
Percentage of Respondents who Feel **Safe** or **Very Safe** in their Neighborhoods, by Region



How Safe Do You Feel Walking Alone During the Day in Your Neighborhood?
1 = Very Safe to 5 = Very Unsafe



GENERAL CITY PERFORMANCE



- About **half** of respondents rate overall City performance as **fair**. Ratings of the overall performance of City government have **declined** in 2001 from previous years. The percentage of **favorable** (good or very good) ratings, 32%, is down from previous years. The percentage of **unfavorable** (poor or very poor) ratings has risen slightly, to 16% in 2001.
- There are no significant differences in ratings of general City performance by region of the City or supervisorial district.
- **African-American** respondents rate overall City performance **less favorably** than other ethnic/racial groups.
- **Homeowners** rate overall City performance **less favorably** than renters.
- Respondents who are **60 years of age or older** give general City performance the **most favorable** ratings.
- Respondents with **less than a high school education** rate general City performance **slightly better** than those with more education do.

Overall, how good a job do you think local government is doing at providing services?	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE*
2001 Survey	3%	29%	52%	13%	3%	2071	2.84
2000 Survey	5%	34%	47%	12%	2%	2026	2.72
1997 Survey	6%	33%	50%	8%	3%	1197	2.68

** Scores range from 1 = very good to 5 = very poor, so a lower mean score is more favorable.*

DEMOGRAPHIC INFORMATION

DEMOGRAPHIC INFORMATION

Information on the San Francisco population is included here for comparison with the survey sample. We are using the most current population data available – in some cases, the 2000 census. Where census information has not yet been released for 2000, we rely on the 1990 Census or updated estimates from the California Department of Finance. The comparison data give us an idea of how well the survey sample represents the population of San Francisco. In the case of education and race/ethnicity, we have used population data to assign weights to survey responses, in order to provide more accurate estimates of the views of the population of adult San Franciscans. The demographic data that follow are not weighted.

How many people live in your household?	1	2	3	4	5	6 OR MORE	NUMBER OF RESPONSES
2001 Survey	20%	37%	17%	14%	6%	6%	2072
1990 Census	39%	30%	13%	9%	4%	5%	N/A

- As in previous years, people who **live alone** are underrepresented in the sample of 2001.
- The **Central** and the **North** regions of the City account for higher proportions of households with one to two persons, while the **Southeast** and **West** areas of the City have more households with four or more individuals.

How long have you lived in San Francisco?	LESS THAN 1 YEAR	1 TO 4 YEARS	5 TO 9 YEARS	10 TO 19 YEARS	OVER 19 YEARS	NUMBER OF RESPONSES
2001 Survey	3%	13%	16%	20%	48%	2115
2001 Combined	16%			84%		2115
1990 Census	27%			73%		N/A

- The survey sample includes a large number of people who have been in San Francisco five years or longer. The gap between the survey sample and the 1990 Census is about the same in 2001 as in previous years.
- The **West** and **Southeast** regions of the City yield more respondents who have lived in the City for 19 years or longer.

What is your sex?	FEMALE	MALE	NUMBER OF RESPONSES
2001 Survey	50%	50%	2,110
SF Adult Population (Census 2000)	49%	51%	663,931

What is your age?	UNDER 20	20 TO 29	30 TO 44	45 TO 59	60 TO 74	OVER 74	NUMBER OF RESPONSES
2001 Survey	1%	15%	33%	26%	16%	9%	2103
SF 2000 Population (CA Department of Finance)	2%	13%	36%	26%	14%	9%	N/A

- The mail survey reaches a disproportionate number of people aged 60 and older, while the telephone method is more likely to reach those under 30 years of age.
- Together, the two methods result in an age distribution similar to that estimated for the San Francisco population.

Do you own or rent your home?	OWN	RENT	NUMBER OF RESPONSES
2001 Survey (*adult individuals*)	45%	55%	2102
1998 data from SF Rent Board (*households*)*	35%	65%	N/A

* These figures are consistent with 2000 Census data.

- Survey respondents own their homes in greater number than estimated for the population as a whole. However, some of the differences between the survey sample and the Rent Board data may be due to comparing individual responses to household data.
- Survey respondents in the **West** and **Southeast** regions of the City include more homeowners than in the **North** and **Central** regions.

Which of these comes closest to describing your sexual orientation?	BISEXUAL	GAY/LESBIAN	HETEROSEXUAL	OTHER	NUMBER OF RESPONSES
2001 Survey	4%	9%	85%	2%	1949

- The **Central** region of the City has the highest reported proportion of gay/lesbian residents, at 23%. In District 8, 29% of respondents are gay or lesbian.
- We do not have a benchmark against which to measure how well our sample represents the City. However, the proportions have not changed significantly over the years of the survey.

DEMOGRAPHIC INFORMATION

Which of these comes closest to describing your ethnic background?	AFRICAN-AMER./BLACK	ASIAN OR PACIFIC ISLANDER	LATINO/ HISPANIC	NATIVE AMER./INDIAN	WHITE/ CAUCASIAN	MIXED OR OTHER	NUMBER OF RESPONSES
2001 Survey	5%	30%	8%	<1%	51%	5%	2,053
SF Adult Population (Census 2000)	7%	30%	11%	<1%	47%	5%	663,931

- At the time of this report, Census 2000 data have not been adjusted for possible undercounts.
- Latino residents are underrepresented in the 2001 survey sample. An attempt was made to correct the under-representation of Latinos by including additional Spanish surnames in the sample.
- African-Americans appear to be underrepresented in the survey sample. The African-American population in San Francisco has been declining since 1990.
- Relative to other areas of the City,
  - the **Southeast** has a higher proportion of African-American and Latino/Hispanic respondents;
  - the **West** has a higher proportion of Asian respondents; and,
  - the **Central** and **North** sections have higher proportions of White respondents.

What is the highest level of education you have completed?	LESS THAN HIGH SCHOOL	HIGH SCHOOL	LESS THAN 4 YEARS COLLEGE	COLLEGE OR POSTGRADUATE	NUMBER OF RESPONSES
2001 Survey	6%	14%	24%	56%	2093
1990 Census	22%	18%	27%	33%	N/A

- The survey sample includes a higher proportion of college graduates than the overall San Francisco population as reflected in the 1990 Census. We expect that the Census data may be outdated, given changes in the City's population during the last ten years.
- Respondents with high school education or less are most likely to live in the **Southeast** region, while those with college degrees are distributed more equally between regions.

How many hours a week do you work in paid employment?	NONE	1 TO 14	15 TO 35	35 OR MORE	NUMBER OF RESPONSES
2001 Survey	27%	4%	11%	58%	2074
1990 Census	30%	3%	12%	55%	N/A

SURVEY PROCESS AND METHODOLOGY

SURVEY PROCESS AND METHODOLOGY

A. Purpose of the Survey

The 2001 Citizen Survey is part of an ongoing effort to measure and improve the performance of City government in San Francisco. Increasingly, government auditor-controllers are reporting on "service efforts and accomplishments" as well as financial performance. Everyone needs information on the extent to which services are having their desired results; that is, the *outcomes* of the City's efforts. One of the most direct ways to measure outcomes is to ask the users of City services.

This is San Francisco's sixth annual Citizen Survey. In the phone portion of the Citizen survey, we introduced some new questions on the quality of interactions with Park and Recreation Staff and attendance at parks other than Golden Gate Park. For the most part, however, we ask the same questions each year, in order to measure changes over time in people's experience and perceptions of City government services. With several years of data for comparison, we can better evaluate the success of policy and budget initiatives.

B. How the Survey Questions are Developed

The 2001 survey covers parks, recreation programs, public transportation (Muni), libraries, streets and public safety, as well as the performance of City government in general. Survey questions have been developed to meet the following criteria:

(1) the services or issues in question are of concern to a large number of San Franciscans;

(2) services are visible to or used by enough people that a large number of survey respondents can rate them;

(3) survey questions provide information that is not more easily obtained from another source; and

(4) all questions fit on a one-piece mailer and do not take so long to complete as to discourage responses.

The omission of a service area does not necessarily reflect a lack of importance to the City, but may result from a lack of space, or an assessment that a citywide survey is not the best way to measure performance in that area. For example, we removed questions about public schools and the fire department from the survey after learning in 1996 that only a small proportion of our sample had sufficient experience to give an opinion of these services.

In interpreting the results of the survey, it is worth noting that many factors influence the ratings of a particular service, including different expectations for different types of services. Similar surveys in other areas have found that certain services are consistently rated more highly than others. For example, libraries get higher ratings than transit in other cities, as well as in San Francisco.

C. Survey Methods and Response Rates

We surveyed a total of 2,148 San Franciscans, using two methods – a mailed questionnaire and telephone interviews. Of the total sample, 80% were surveyed by mail and 20% by telephone.

1. Written Questionnaire

In January 2001, the Controller's Office sent questionnaires to 5,500 randomly selected San Franciscans, with a letter explaining the purpose of the survey and how to complete it. Reminder postcards and a second copy of the survey followed after a few weeks. The pool of potential respondents was reduced to 4,863 by surveys that were undeliverable because of incorrect or out-of-date addresses. By early March (our cutoff point to start analyzing results), we had received 1,720 responses, for a **cooperation rate of 35%**.

Before mailing the survey, we sent out a postcard with telephone numbers to call for a survey in Chinese or Spanish. There were 26 requests for Chinese-language questionnaires and 11 requests for the Spanish-language version.

We numbered each questionnaire in order to track responses, but asked respondents to remove the page with their name and address. Individual responses have been kept confidential. The numbering system serves two purposes: it allows us to send follow-up mailings only to those who have not responded, and to analyze responses by area of the City.

2. *Telephone Interviews*

For the fourth year, we also surveyed San Franciscans by telephone. The 428 interviews included the same questions as the written questionnaire, with some additional questions on the quality of interaction with Recreation and Parks staff and use of particular parks. The **cooperation rate was 43%**, out of 989 individuals who were contacted and either agreed to or refused an interview.

The Public Research Institute at San Francisco State University conducted the telephone interviews. Respondents were screened for age (18 or older), San Francisco residency, and ability to understand English or another available language. Of the 428 telephone interviews, eight were conducted in Spanish and six in Chinese.

D. Sample Sources

The mail survey respondents' names and addresses came from two sources: State Department of Motor Vehicles records and County voter registrations. These files were merged, and duplicate records were eliminated where possible.

We selected individuals randomly within each zip code. The number drawn in each zip code reflects that area's proportion of the adult population of the City, adjusted for low response rates in some zip codes.

Telephone numbers for interviews were generated randomly by Genesys Sampling Systems, a professional sampling company. The numbers were drawn from a comprehensive cross-section of listed and unlisted residential telephone numbers. (Approximately 70% of all San Francisco residential numbers are unlisted.) Exchanges were selected in order to get respondents from all areas of the City. Telephone respondents were asked their zip code, but not names or street addresses.

E. How Well do the Survey Respondents Represent San Franciscans?

Respondents to the 2001 Citizen Survey differ in some respects from the San Francisco population. Where these differences may lead to biased estimates of the opinions of San Franciscans, we correct for the distortion by weighting the survey responses. In comparing demographic characteristics with data on San Franciscans as a whole, we find that survey respondents:

- are more educated;
- include fewer African-American and Latino/Hispanic, and more White residents;
- are less likely to live alone; and
- have been in San Francisco longer

than the population as a whole. Some of the distortion in our sample is a result of the population we are able to reach – the composition of our mailing list and the distribution of telephone numbers. Another source is **non-response bias**, which occurs when those who choose to respond differ in demographic characteristics, and opinions, from those who do not respond.[1]

[1] The differences in responses to the first and second mailings of the survey suggest that the more "reluctant" respondents include more traditionally underrepresented people, and that additional efforts to encourage more participation can result in a more representative group.

SURVEY PROCESS AND METHODOLOGY

It is common for Whites and for people with more education to respond to surveys at a higher rate than other groups. In the case of **education** and **race/ethnicity**, the survey results reported here have been **weighted** in order to counteract this bias and to provide more accurate estimates of the views of the population of adult San Franciscans. The weighted results approximate the responses we **would have received** if the survey respondents were more representative of the population. The adjusted results show:

- fewer visits to *City parks*, more favorable ratings of quality of *interactions* with Recreation and Parks staff and less favorable ratings of the *cost* of recreation programs and quality of park *grounds*;
- more favorable ratings of library *collections*, *convenience of hours*, and *computer resources*;
- more favorable ratings of *Muni's timeliness and reliability* and *courtesy* of drivers, and less favorable ratings of *fares*; and,
- less favorable ratings of *safety* walking alone during the day and night in one's own neighborhood, walking alone in the park during the day and walking alone during the day and night downtown.

than we would have seen without weighting the data. Slighter effects appear in the following areas:

- an increase in reported *Muni ridership*;
- more favorable ratings of *Muni routes, and cleanliness*; and,
- more favorable ratings of *cleanliness* and *condition* of City streets.

Other areas of the survey, such as general City services and library visits, were not affected noticeably by weighting.

F. Interpreting the Results

The survey data were analyzed using statistical methods to decide whether differences of opinion between groups observed in the sample represent real differences in the population of San Franciscans. Unless otherwise noted, differences between groups described in this report are "statistically significant"; that is, they indicate differences in the population. A statistically significant difference between groups is greater than its margin of error. It is large enough, compared to the difference that sampling error alone might produce, that we can be confident it represents a difference in the population of San Franciscans.

With a total sample size of 2,148, the estimated sampling error for this survey is about ±2.1% at the 95% confidence level. This means that we are 95% confident that all adult San Francisco residents would produce responses to each survey question within a little more than two percentage points of the results obtained from this sample. For example, 50% of survey respondents rated park grounds as "good." We are 95% sure that if we asked all San Francisco residents, we would get a response between about 48% and 52% for this question.

Sampling errors are larger than 2.1% for subgroups of the sample, such as the residents of a supervisorial district, and for questions that received fewer responses, such as ratings of recreation programs and interactions with Recreation and Parks Department staff.

This measurable error, which results from using a sample to represent a whole population, does not account for other sources of error, which are more difficult to measure, such as non-response bias.

G. Analysis by Neighborhood and Supervisorial District

This year, for the first time, we have included analyses by the eleven supervisorial districts. The relatively small number of survey respondents in each district (about 200) limits our ability to draw conclusions about how the districts differ from each other in opinions of City services. We did discover a few significant differences, however, which are included in this report.

We also include, as in previous years, analysis of the City by four larger regions based on zip codes.[2] The Appendix includes maps of these regions and the supervisorial districts, and shows the number of survey responses by zip code. The four areas are as follows:

Central: 94102, 94103, 94114, 94117, 94131 (Civic Center, South of Market, Haight, Buena Vista, Fillmore, Castro, Noe Valley, Diamond Heights, Glen Park, Twin Peaks, Glen Canyon Park).

North: 94104, 94105, 94108, 94109, 94111, 94115, 94123, 94133 (Financial District, Russian Hill, Nob Hill, North Beach, Chinatown, Telegraph Hill, Pacific Heights, Western Addition, Marina, Cow Hollow).

Southeast: 94107, 94110, 94112, 94124, 94134 (Mission, Potrero Hill, Bernal Heights, Bayview, Hunters Point, Excelsior, Ingleside, Visitacion Valley, Portola, Ocean View).

West: 94116, 94118, 94121, 94122, 94127, 94132 (Richmond, Seacliff, Presidio Heights, Laurel Heights, Sunset, West Portal, St. Francis Wood, Miraloma Park, Forest Hill, Parkside, Stonestown, Park Merced).

A small number of responses are excluded from the neighborhood analysis, from respondents who could not be associated with a zip code.

H. Changes over Time

Throughout the report, our observations on trends in the responses to the Citizen Survey cover the years 1997 through 2001. Although we conducted a survey in 1996, we used a different sampling method, and consequently the people who responded to the survey differed from the respondents in subsequent years, in both opinions and demographic characteristics. The 1996 findings are not comparable to the later surveys for measuring trends.

Data for the years 1997 through 2001 have been weighted to adjust for disproportionate representation of some educational levels and ethnic/racial groups. Printed reports of Citizen Surveys prior to 2000 are not directly comparable to this one. Where there are discrepancies between this report and prior year findings, this report should be considered the more accurate.

[2] Using large areas allowed for sample sizes large enough to detect differences among groups. Boundaries were chosen to provide demographic as well as geographic similarity. No grouping scheme is ideal for all questions; for example, the Mission zip code of 94110 is included in the Southeast group, but it is more like the Central group for the purposes of Muni routes. Similarly, while the Haight area zip code 94117 is included in the Central group, it is more like the West group in terms of visits to Golden Gate Park.

I. Acknowledgments

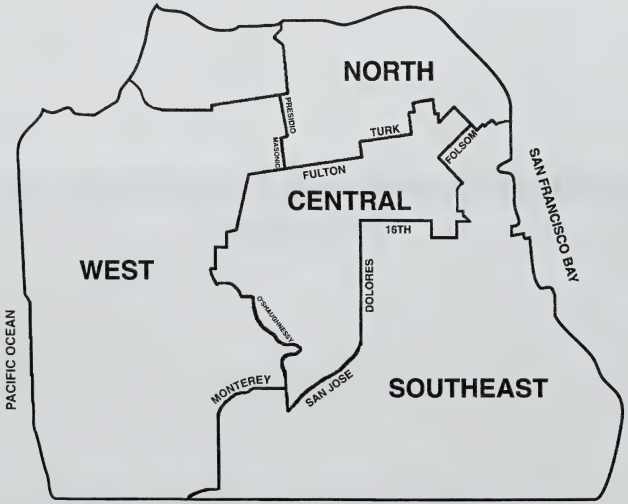
The Public Research Institute (PRI) at San Francisco State University conducted the telephone interviews and performed the statistical analysis for this report. Holley Shafer coordinated the project. Pernille Hanssen, Renatta DeFever and Eric Lindgren provided research assistance. Marylin Davis, Gus Manos, Erika Fisher, Jonathan Arca, Etta Devine, Diane Tenio, Sarah Luu and Patrick Luu conducted telephone interviews. John Rogers, Associate Director; Rufus Browning, Senior Faculty Researcher; and Michael Potepan, Acting Director of PRI, provided guidance.

In the Controller's Office, Francisca Johnson, Levella Johnson, Linda Parks, Debbie Toy and Winnie Woo provided valuable assistance with mailing, coding and translation.

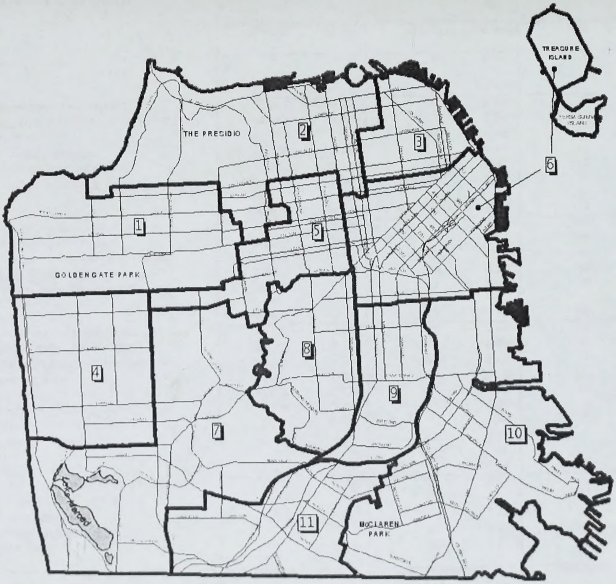
We extend thanks to David German, Salla Vaerma, Linda Zane, and other staff of the City's Reproduction and Mail Services for the design, printing and mailing of the survey questionnaire, as well as the printing of this report.

APPENDIX:
Maps and List of Geographical Regions and Supervisorial Districts

Map of Geographical Regions



Map of Supervisorial Districts



Geographic Areas for Survey Analysis

Area	Zip Code	Neighborhoods	SF Adult Population (1)		Mail Sample 2001		Phone Sample 2001		Total Sample 2001	
Central	94102	Civic Center	22,372	3.6%	68	4.8%	8	2.8%	76	4.4%
	94103	South of Market	16,315	2.6%	40	2.5%	15	2.1%	55	2.4%
	94114	Castro, Noe Valley	30,317	4.9%	80	3.4%	24	3.9%	104	3.5%
	94117	Haight-Ashbury, Buena Vista	34,785	5.6%	96	5.4%	26	6.0%	122	5.5%
	94131	Diamond Hts, Glen Park, Twin Peaks	26,145	4.2%	63	3.7%	24	4.9%	87	3.9%
			129,934	20.9%	347	20.2%	97	22.7%	444	20.7%
North	94104	Financial District	165	0.0%	-	0.0%	-	0.0%	-	0.0%
	94105	Financial District South of Market	2,210	0.4%	3	0.1%	2	0.5%	5	0.2%
	94108	Chinatown, Union Square	13,008	2.1%	36	1.9%	1	0.5%	37	1.6%
	94109	Russian Hill, Nob Hill	47,916	7.7%	141	6.7%	32	5.1%	173	6.3%
	94111	Embarcadero	3,085	0.5%	10	0.7%	-	0.5%	10	0.7%
	94115	Pacific Heights, Western Addition	28,125	4.5%	83	4.1%	14	4.4%	97	4.2%
	94123	Marina, Cow Hollow	22,502	3.6%	60	3.6%	14	4.2%	74	3.7%
	94133	Telegraph Hill, North Beach	23,820	3.8%	64	3.7%	2	1.9%	66	3.3%
			140,831	22.7%	397	23.1%	65	15.2%	462	21.5%
Southeast	94107	Potrero Hill, South of Market	12,732	2.0%	41	2.6%	8	1.9%	49	2.4%
	94110	Mission, Bernal Heights	55,913	9.0%	159	10.2%	39	13.4%	198	10.8%
	94112	Excelsior, Ingleside, Ocean View	51,977	8.4%	152	9.7%	50	8.8%	202	9.5%
	94124	Bayview, Hunters Point	20,015	3.2%	54	3.4%	14	4.9%	68	3.7%
	94134	Portola, Visitacion Valley	26,226	4.2%	76	3.7%	20	5.5%	96	4.1%
			166,863	26.9%	482	28.0%	131	30.6%	613	28.5%
West	94116	Parkside, Forest Hill	33,641	5.4%	103	5.6%	19	3.5%	122	5.2%
	94118	Laurel Heights, Richmond	33,365	5.4%	82	4.9%	19	5.3%	101	5.0%
	94121	Richmond, Seacliff	35,496	5.7%	76	4.4%	16	3.7%	92	4.2%
	94122	Sunset	45,269	7.3%	117	7.1%	43	5.5%	160	7.4%
	94127	W. Portal, Miraloma Pk., St. Francis Wd	15,443	2.5%	45	2.2%	12	3.2%	57	2.4%
	94132	Stonestown, Park Merced	20,357	3.3%	66	3.6%	22	5.3%	88	4.0%
			183,571	29.6%	489	28.4%	131	30.6%	620	28.9%
	94100	Other/Unknown	-	0.0%	5	0.3%	4	0.9%	9	0.4%
Total City			621,199	100.0%	1,720	100.0%	428	100.0%	2,148	100.0%

(1) Sourcebook of Zip Code Demographics, 2000 ed.